

We claim:

1. A method of providing content to a user window in a client computer from a server computer, the method comprising:

- a) initiating a request for content from the client computer;
- b) creating a sync window at the client computer, said sync window being invisible to a user;
- c) sending a sync request from said sync window to a loader module running on said server computer;
- d) receiving said sync request at said loader module;
- e) retrieving relevant requested data parameters from said sync request by said loader module;
- f) retrieving requested data by a data manager module at said server computer;
- g) converting requested data into a format acceptable to said sync window based on parameters retrieved in step e);
- h) transmitting converted requested data to said sync window at said client computer;
- i) receiving converted requested data at said sync window; and
- j) retrieving converted requested data from said sync window for presentation at said user window.

2. A method as in claim 1 wherein relevant requested data parameters include at least one parameter chosen from a group comprising:

- acceptable data formats for said sync window;

- logical address of said client computer;
- identifying label for said sync window;
- address from which requested data is to be retrieved; and
- data rate at which retrieved data is to be sent to said sync window.

3. A method as in claim 1 further including the step of closing the sync window when said request for content has been satisfied.

4. A method as in claim 1 further including periodically reinitiating said request for content to refresh said content.

5. A method as in claim 1 wherein said format acceptable to said sync window is browser script format.

6. A method as in claim 1 wherein said content is text based.

7. A method as in claim 1 wherein said content is based on a format chosen from the following:
- video based;
- audio based; and
- rich media.

8. A software product for use with a client computer resident web browser for displaying content in a user window in said web browser, said product including:

- an end user module for initiating a request for content for said user window;

- a sync window controller module for creating at least one sync window and for controlling said at least one sync window;

wherein when said end user module initiates a request for content, said sync window controller module creates a sync window invisible to a user,

- said sync window controller module formulates and transmits to a server a sync request for content;

- said sync window receives content from said server;

- said end user module retrieves content from said sync window and displays or interacts with said content on said user window.

9. A software product for use with a server computing device for servicing requests for content from a client computing device, said software product including:

- a loader module for receiving requests for content and for managing said requests for content;

- a data manager module for retrieving requested data based on said requests for content; and

- a data delivery module for delivery content to said client,

wherein

- said loader module receives requests for content from said client;

- said loader module extracts from said requests relevant requested data parameters;

- said loader module determines content requested by said client and instructs said

data manager to retrieve data based on said content requested;

- said data manager module retrieves data based on relevant requested data parameters extracted by said loader module; and
- said data retrieved by said data manager module is delivered to said client by said data delivery module.

10. A software product as in claim 9 wherein said data retrieved by said data manager module is formatted into a format determined by said relevant requested data parameters.